



Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University



DEPARTMENT OF
PROFESSIONAL
ACCOUNTING & FINANCE

DEPARTMENT OF PROFESSIONAL ACCOUNTING AND FINANCE

PROLIGHT

ISSUE 04

2024 EDITION

MINUTIAE

Students compose a harmonious blend of articles, each a unique melody, to create 'Minutiae'—where every word resonates like a musical masterpiece."

METANOIA

Unveiling the college journey orchestrating the diverse events that compose vibrant melody of student life

PINNACLES

Symphony of Success, where each note of accomplishment harmonizes to create an unforgettable melody of academic excellence and personal triumphs



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About the College

Kristu Jayanti College, founded in 1999, is run by "BODHI NIKETAN TRUST", formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The college is affiliated to Bengaluru North University and is reaccredited with A++ grade by NAAC in the Third Cycle of Accreditation in 2021. The college functions as an autonomous institution since 2013, sanctioned by the University Grants Commission, Government of Karnataka & the Bangalore University.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

In late 1990's majority of higher educational institutions were found in the southern and eastern parts of Bangalore. The northern part of Bangalore District was semi-urban and rural that lacked educational and industrial development. In order to build vibrant academic environment and to bring positive socio-economic changes in this geographical area, the college was started at K. Narayanapura, Kothanur region in 1999.

The college had a humble beginning with 1 course, 9 students and 3 faculty members has exponentially grown with 10000+ students and offers 33 UG programmes, 17 PG programmes and 3 PG Diplomas. The college has four recognized research centres in the field of Bio-Technology, Commerce, Psychology and Management.



DEPARTMENT OF PROFESSIONAL ACCOUNTING AND FINANCE

The Department of Professional Accounting and Finance owes its legacy to the deep passion for learning. The curriculum is designed to prepare the students to take up professional courses while pursuing their undergraduation programmes. This department provides a conducive environment for professional course attainments and also imparts academic excellence while sharpening their intellectual skills. It aims to meet industrial standards by enhancing competitive abilities among the students.

The Department of Professional Accounting and Finance adopts a holistic approach to learning and caters to the overall development of individuals. It is built on the foundation of academic excellence and professional development. The department is supported by a unique and rare breed of academicians who set the tone and appetite for learning. The program aims at preparing the students to excel in life and become role models to society. Innovation, Excellence and Skill development add essence to our curriculum and remain as a major contributor to the continual and growing trajectory of success.



Marching forward with the institution vision of 'Excellence and Service', the department constantly endeavours to contribute to the society by nurturing individuals with the knowledge, skill sets and commitment to mitigate the challenges of the society through innovation and transformation and working towards greater social inclusion. The students are exposed to activities that bring in service mindedness making them more humane.

Faculty Co-ordinators



Ms. Aasha



Dr. Deenu Nadayil



Dr. Reenu Mohan



Dr. Neerupa Chauhan

Student Co-ordinators



Mr. Thobees Thomas



Mr. Sanjay Kannoli



Ms. Grace Johnson



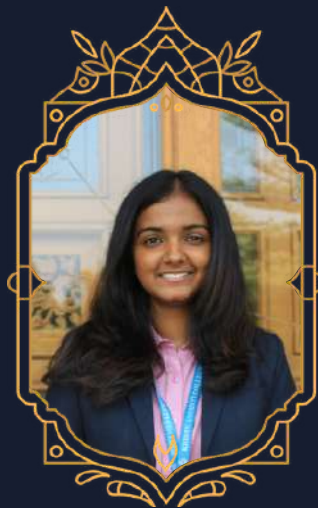
Mr. Nethraan G



Mr. Mohammed Affan



Mr. Jingle Jiju



Ms. Karthika R Nair



MESSAGES



Fr. Dr. Augustine George

Principal

Secretary, Bodhi Niketan Trust

The purpose of education is to cultivate deep, critical thinking and to develop both intelligence and character, that is the goal of true education." - Martin Luther King Jr

The Department of Professional Accounting and Finances' commitment to excellence is demonstrated by the actions they have made to embrace innovations and reflect on the rapidly evolving disciplines of education.

The fourth edition of "PROLIGHT" embodies our shared experiences and stands as a testament to our growth, progress, and unwavering dedication towards shaping the future of finance and accounting education.

Understanding the impact of modern technologies on our world is essential for recognizing the ongoing progress of technology. These advancements significantly influence the transformative journey undertaken by knowledge seekers. In order to ensure that our students are adequately equipped for the rapidly changing landscape of their particular fields, we recognize the significance of integrating these technology advancements into our educational approach.

Our college proudly fosters holistic development, serving as a nurturing ground for both intellect and ethics. In fulfilling its vision and mission, the college carefully integrates overall student development into the design of its curriculum and extracurricular activities.

Giving our students the capacity to reason and think for themselves is the best aim we can set for them, and it is my hope that they will seize the opportunities provided to them to accomplish goals. I extend my sincere congratulations to Dr. Annie Stephen, the Department Head, for the department magazine's fourth issue, and to the editorial committee for their skillful representation of the core goals of this expanding department.

Fr. Jais V Thomas

Financial Administrator

Director, Jayantian Extension Services &
Faculty Member, Commerce and Management



“You must immerse yourself in your work. You have to fall in love with your work. You must dedicate your life to mastering your skill. That’s the secret of success.” - Chef Jiro

To develop your skills is of utmost importance because it maximizes your potential and helps you achieve your career goals. Whether technical or soft, skills have become an essential attribute for an individual’s success, because developing and upgrading your skills is not a choice but a necessity in today’s world. At Kristu Jayanti College, students are enriched with a wide range of skills that the corporate world demands and the qualities and virtues that are vital to lead a fulfilled life.

"The future belongs to those who acquire diverse skills and innovate by combining them creatively." The Department of Professional Accounting and Finance provides extensive professional knowledge, along with specialized coursework, to enhance students' potential, knowledge, and expertise across a broad spectrum of fields.

I would like to congratulate the Department of Professional Accounting and Finance for their collective and commendable efforts in releasing the fourth issue of Prolight, the Department magazine, 2024. A special thanks to the Editorial Team for their diligent effort, dedication, and hard work in creating this publication. “Discover your significance, develop your skills and success will find you.”



Dr. Aloysius Edward J

Dean

Commerce & Management

It gives me great pleasure to congratulate the Department of Professional Accounting and Finance magazine creative team on launching the fourth edition of PROLIGHT.

On this silver jubilee of Kristu Jayanti College, the department is united to conduct activities where the emphasis is on innovation and collaboration with a wide range of opportunities in the field of curricular and extra-curricular activities which brings out diverse talents and capabilities of both students as well as faculty members.

We follow the tradition of unifying all the students irrespective of their caste, creed and race. Every student in the department is made to feel safe, secure, valued and loved. Each student is given the freedom to make their own choices, to take responsibility, to be independent, and to think critically. While academic results are crucial, what truly enables a person to become the best they can be, is to be nurtured in an environment that recognizes the unique spark in every individual and allows them to shine.

In this issue, you will find a diverse range of articles, interviews, and features that showcase the innovative spirit and academic rigor that define our department. Each page reflects the depth and breadth of talent within our community. As we look ahead, let us continue to foster a culture of excellence, collaboration, and lifelong learning.

Dr. Annie Stephen

Head of Dept.

Department of Professional Accounting and Finance



We take great pride in having developed a platform that upholds the greatest standards of academic honesty while promoting intellectual development and idea sharing. To support our students' pursuit of academic achievement, the Department of Professional Accounting and Finance at Kristu Jayanti College aims to provide them with versatile skill sets.

Our department offers a range of programs with curricula that are continuously updated to meet the evolving demands of the industry. We have tailored our syllabi to strike a harmonious balance between professional knowledge and personal skills, recognizing that cultivating professional skills is crucial for enhancing the qualities of emerging managers to meet corporate expectations. Emphasis is placed on professional discipline to foster productive interactions between faculty members and students.

The college magazine serves as a compelling showcase of the department's progress and notable accomplishments. It serves as a testament to the quality of education and extracurricular activities that the department undertakes. I take great pride and joy in congratulating the entire editorial team of PROLIGHT and the students of the department on the successful release of the departmental magazine. Best Wishes!



Mr. Jagadeesh K.K.

Coordinator

Department of Professional Accounting and Finance

The Department of Professional Accounting and Finance is dedicated to developing a skilled human resource pool that contributes meaningfully to various sectors of society, acquiring new competencies and generating fresh knowledge in a timely and relevant manner. As a part of an international education movement, we aim to encourage a variety of abilities, not just the traditional domains of literacy and numeracy, but also problem-solving, critical thinking, and teamwork.

Beyond scholastic success, we are committed to raising morally upright, environmentally conscious, and emotionally stable people. Our goal is for them to become not only professionals but also kind individuals who represent respect, love, and consideration for society.

Our department magazine, “Prolight” highlights the range of viewpoints and proficiencies among our teachers and students. We offer insightful and thought-provoking articles that demonstrate our dedication to ethics and competence in the field of professional accounting and finance.

Discover the amazing accomplishments of our skilled learners as you flip through the fascinating pages of this magazine. Allow their tales to inspire us all and drive us to reach new heights of achievement.

EDITOR'S CHOICE



Dear Readers,

We, the Department of Professional Accounting and Finance, feel exhilarated to present to you all, the fourth edition of Prolight. The magazine is a platform where our students exhibit their literary skills and share their experiences, ideas and opinions on various topics that have garnered attention. The magazine consists of a glimpse of the various highlights and achievements of our department during the academic year 2023-24.

The magazine will serve as an inspiration to all the readers. Memorable moments, student achievements, faculty achievements, inter and intra-college competitions and fests and placements by prominent and reputed companies are captured in this edition of the magazine, which will be motivating and inspiring to the readers.

George Herbert has rightly said, “One flower makes no garland”.

The successful release of this magazine was the outcome of the diligent efforts and dedication put in by our team which consisted of teachers, writers, digital designers and photographers. Our team had a great time working on this magazine and we hope that the you have a joyful reading experience

METANOIA

SAMRUDDHI'23

"Samruddhi 2023," the annual intra-collegiate commerce fest hosted by the Department of Professional Accounting and Finance. This spectacular event, which unfolded from September 13th to September 25th, 2023, was a celebration of talent, innovation, and sustainability.



"Samruddhi" has always been synonymous with excellence, and this year's theme, "Fusion of Futures: Innovation x Sustainability," was no exception. The event served as a Launchpad for almost 800 students to reach the highest echelons of professional success. It provided them with a unique platform to showcase their skills and abilities, ultimately empowering them to excel in their future careers.

Fusion of Futures: Innovation x Sustainability

INVESTORS WEEK

The Department's Speculators Club hosts a number of events during World Investors Week each year. Both internal and external resource people typically lead the workshop. Sessions this year took place from 25 October 2023 to 31 October 2023.

On day one, the resource person Mr. Sunil Kolangara, Co-founder of Unaprime discussed on how work and career are connected to investments

On day two, talk on "Investment in Banking" was taken by Mr. Ashraf KA where Sir focused on high-stakes financial career that involves providing advisory and financial services to corporations, institutions, and governments.

On day three, Ms. Sherin Chacko gave an overview of the fundamental concepts and functions of investment banking

CA Akhil Manuel led a session on derivatives markets through online mode on the fourth day.

On the final day, treasure hunt was conducted in and around the college with 35 teams of 4 members each. Participants were tested on their aptitude and critical thinking skills.



Uthan'24

Uthan, an annual intercollegiate fest organized by the Department of Professional Accounting and Finance, serves as a dynamic platform to foster talent, creativity, and collaboration among students and professionals in the field of commerce. With its theme "Commerce Carnival: A Festival of Infinite Business Realms," Uthan 2024 aims to explore and celebrate the diverse facets of the business world, offering participants a unique

opportunity to showcase their skills, gain valuable insights from industry experts, and engage in enriching experiences that transcend traditional boundaries. Through a series of engaging events such as Best CEO, Portfolio Manager, Corporate Relations, Business Quiz, Entrepreneurship Development, and Best CFO, Uthan 2024 seeks to challenge and inspire participants, encouraging them to push the boundaries of innovation, problem solving, and leadership in the ever evolving landscape of commerce.

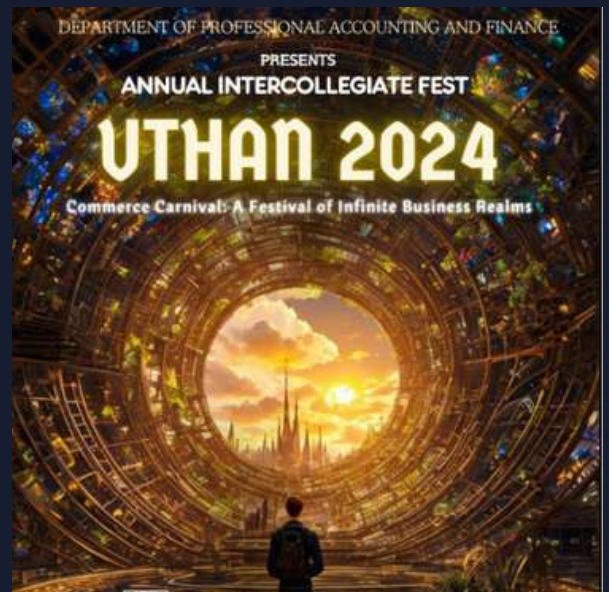


A Roller-Coaster ride"

By providing a platform for learning, networking, and professional development, Uthan 2024 aspires to empower the next generation of business leaders to navigate the complexities of the global economy with confidence, integrity, and resilience, thus contributing to the advancement and prosperity of society at large

With rounds like "Dhanyug" and "Grand Quest

Auto," Uthan'24 offered a dynamic platform for learning and engagement. Each round witnessed fierce competition and moments of brilliance, captivating the audience throughout.



The DPAF Model United Nations (MUN) conference at Kristu Jayanti College aimed to enhance students' leadership, diplomacy, and critical thinking skills. Held on February 2nd, 2024, the event gathered 189 delegates from 129 countries. Preceding the conference were five days of rigorous training, preparing delegates to address complex global issues in their respective committees.



DPAF MODEL UNITED NATIONS (MUN)

Dr. Annie Stephen and Dr. Reenu Mohan underscored the event's importance in fostering skills development during their addresses, followed by the formal opening by Secretary-General Ms. Sonia Kar. Five councils, including UNSC, UNGA, ECOSOC, UNODC, and LAS, facilitated robust debate and collaboration.

The conference concluded with an awards ceremony recognizing individual and collective achievements. Dr. Nidhi Raj Gupta expressed gratitude, and Ms. Acxa Susan Thomas delivered closing remarks. The MUN provided a platform for students to refine skills and left a lasting impact, shaping future global endeavors.

INTERNATIONAL CONFERENCE

The 3rd International Conference on Harnessing Strategies for Exponential and Sustainable Economy (ICHSESE 2024), hosted by Kristu Jayanti College's Department of Professional Accounting and Finance, united researchers, practitioners, and students to explore innovative approaches for balancing economic growth with environmental sustainability. Held on March 14th and 15th, 2024, in a dynamic hybrid format, the conference facilitated discussions on themes such as sustainable business models, women's empowerment, tax incentives for green initiatives, and technology's role in fostering sustainable growth. Through presentations, discussions, and research findings, participants exchanged knowledge and practical solutions, fostering a collaborative environment aimed at shaping a future that prioritizes both prosperity and environmental responsibility. ICHSESE 2024 transcended traditional conference activities, fostering a shared vision for positive change in the global business landscape.





BUYology-SELLology

BUYology-SELLology, an intra-collegiate business plan competition hosted by the Department of Professional Accounting and Finance, focused on cultivating essential skills such as leadership, communication, teamwork, and problem-solving among students. Through three rounds, participants showcased their proficiency in sales, marketing, and business management, with professionals from the corporate sector providing insightful evaluations. The event aimed to provide a real-business experience, offering practical insights into various facets of business management.

The competition's outcomes were significant: it provided a platform for practical skill development, allowing students to engage in exercises and challenges that mirrored real-world business scenarios. Participants gained exposure to real-world complexities, enhancing their problem-solving abilities and critical thinking approaches. Ultimately, BUYology-SELLology served as a stepping stone for students, igniting their entrepreneurial spirit and equipping them with the acumen necessary to thrive in the dynamic business landscape.

Dare to Start Up



The Department of Professional Accounting and Finance organized the "Dare to Start Up" event on October 30, 2023, aimed at fostering entrepreneurship among students. The day began with an inauguration ceremony featuring speeches from Mr. Aron Koshy and Mr. Penchala Tharun, founder of Wanderfly. Nineteen teams advanced to the "Pitch Perfect" round, where they presented innovative business proposals. Seven teams then competed in the "Survive and Thrive" round, showcasing crisis management skills. "Team Innobi" emerged as winners. The event concluded with a valedictory ceremony, acknowledging the support of Mr. Rejoy John, Dr. Annie Stephen, and Dr. Nidhi R Gupta. "Dare to Start Up" 2023 successfully promoted entrepreneurship, providing a platform for budding entrepreneurs to shine and inspiring future innovation in the business world.

AdMads

The AdMads event, hosted by the Department of Professional Accounting and Finance, was a captivating blend of creativity and strategic acumen. Students were challenged to sell makeup as kitchen spices, resulting in a flurry of inventive and humorous advertisements. Beyond entertainment, AdMads served as a platform for learning, fostering creativity and teaching effective decision-making in marketing. Participants delved into consumer psychology, learning to stand out in a competitive marketplace. AdMads encouraged innovation, urging students to break from convention and pioneer new advertising approaches. It was a crucible for future marketing leaders, shaping their skills and mindset. The event commenced with a spirited showcase of creativity, followed by a formal inauguration and rigorous evaluation by industry experts. It concluded with a grand ceremony, honoring outstanding performers. AdMads left a profound impact, weaving laughter, enlightenment, and imagination into a vibrant tapestry of learning and camaraderie.



CLUE PINATA

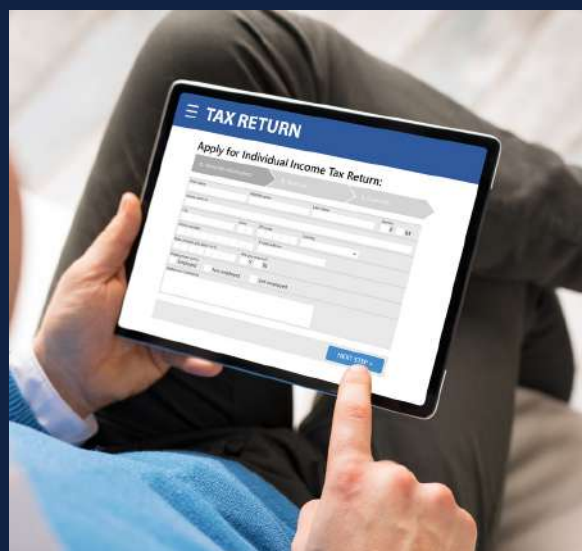
The Readers Island Club of the Department of Professional Accounting and Finance organized an exciting intra-collegiate literary treasure hunt named "Clue Pinata" on February 7th, 2024, with over 160 participants.

S. Mr. Athul S Kumar, the student coordinator, inaugurated the event with a welcoming speech. The competition consisted of three rounds: Lingo Logic, where participants decoded riddles and unscrambled words;

Riddle Raiders Round, featuring questions from literature, fairy tales, and folklore; and Mind Maze Marathon, involving teams racing around the college to solve riddles and locate clues. The winners were Mohammad Affan and Mozammil Ismail in first place, Kruthik and Karthik in second, and Ganavi V and Ishika Kothari M in third.

Ms. Sonia Kar, another student coordinator, concluded the event with a vote of thanks. The competition proved highly engaging, providing students with opportunities to enhance their vocabulary, creativity, and critical thinking skills across various rounds.





INCOME TAX FILING-WORKSHOP

The workshop on Income Tax Return Filing, led by C A Sonali Debnath, was a pivotal event aimed at demystifying the complexities of Income Tax returns. The resource person elucidated the intricate nuances of registrations and filing the ITR, guiding the participants through the process with clarity and precision. C A Sonali's interactive approach fostered an engaging learning environment, allowing participants to ask questions and seek clarification on specific tax-related queries. Her emphasis on the importance of timely filing and adherence to regulatory standards underscored the significance of responsible tax citizenship. Furthermore, Sonali's practical insights and real-world examples enriched the learning experience, enabling participants to apply theoretical knowledge to practical scenarios effectively.

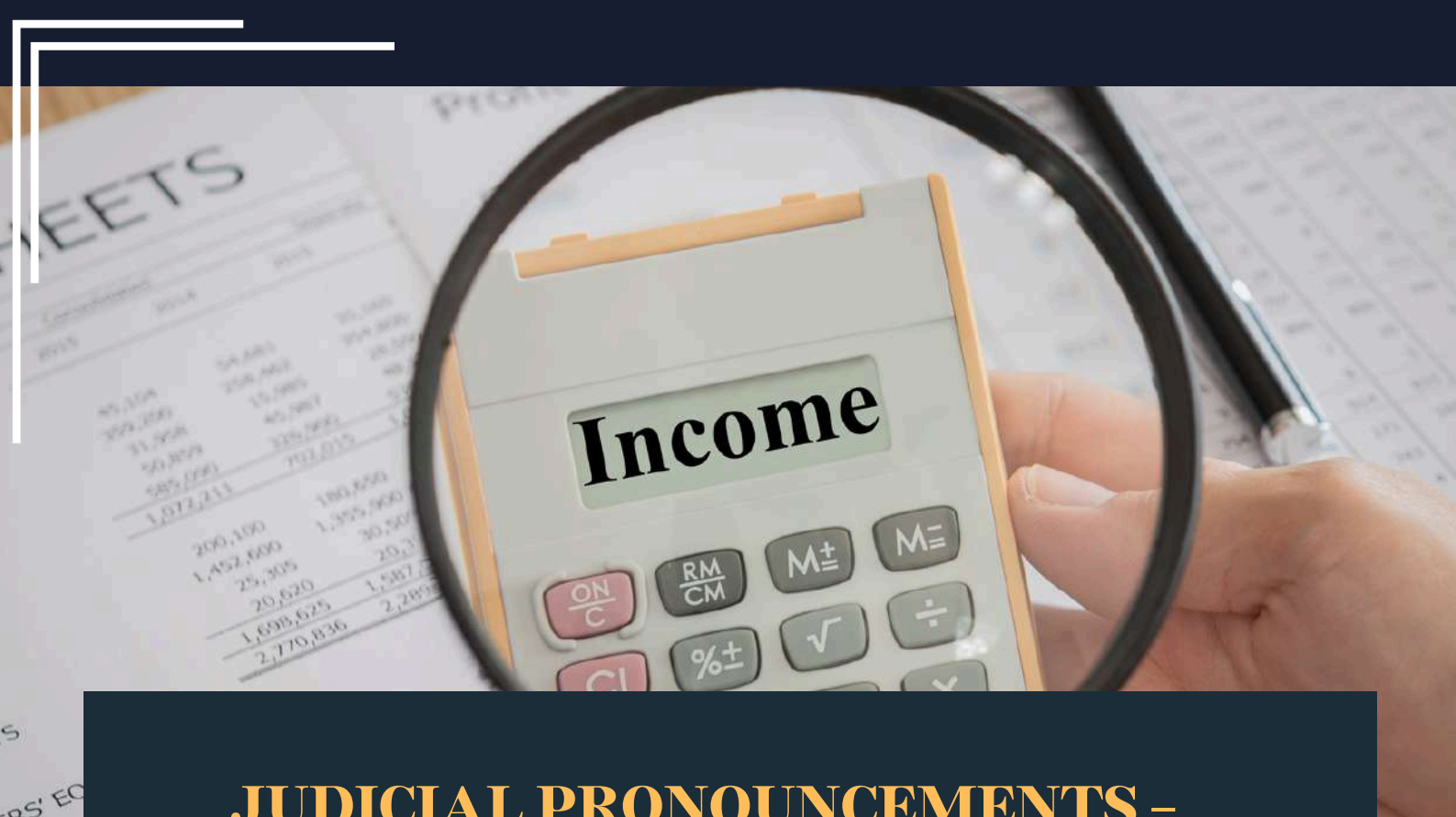
The workshop on Income Tax Return Filing was instrumental in equipping participants with the knowledge and skills necessary to navigate the file ITR through the Income Tax Portal. The session provided a deeper understanding of tax laws and a heightened sense of financial responsibility, poised to navigate the tax landscape with competence and assurance.

Z E R O



The Department of Professional Accounting and Finance at Kristu Jayanti College (Autonomous) organized a guest lecture to observe "Zero Discrimination Day" for the II year BCom students on March 1, 2024. This event marked a significant step in fostering a culture of inclusivity and respect within the academic community. Renowned speaker Ms. Swati Jha, esteemed Co-Founder and COO of SSA Compliance Services LLP, graced the occasion with her distinguished presence, bringing forth a wealth of expertise and insights garnered from her illustrious career. The primary objective of this lecture was to commemorate Zero Discrimination Day, an occasion of global significance that underscores the imperative of eradicating discrimination in all its forms. Ms. Jha's address during the lecture has been particularly impactful, drawing from her extensive experience in the compliance services field. Through practical examples, she has shed light on the real-world implications of discrimination and offered effective strategies to combat it. Her insights have not only enlightened the audience but also served as a catalyst for introspection and action.

D I S C R I M I N A T I O N



JUDICIAL PRONOUNCEMENTS – INCOME TAX

The Department of Professional Accounting and Finance orchestrated an insightful expert lecture on the intricate subject of income tax. Distinguished guests, including Shri. Shashidar S Shet (IRS), Mrs. Shwetha K R (Inspector of Income Tax), and Mrs. T.N. Srividya (Income Tax Officer), graced the occasion with their profound knowledge. 250 final year students from the department attended the program. The primary objective of the lecture was to augment the participants' understanding and awareness of the key facets of income tax regulations. The esteemed speakers provided invaluable insights into the complexities and nuances of the tax system, offering a unique learning opportunity for our students. The lecture comprehensively covered various essential topics such as the objectives, rules and regulations, historical evolution, and assessments conducted by the Income Tax Department. The speakers also shed light on the procedures to be followed in the event of a search conducted by the Income Tax Department, adding a practical dimension to the participants' learning experience.



career

GLOBAL CAREER OPPORTUNITIES FOR ACCOUNTANTS

In the present world countless opportunities are available to accountants across the globe and with the ability to progress in many different roles, holding a professional degree in accountancy is a passport to meaningful and rewarding careers in both private and public sectors. To make the students aware about the importance of having a professional accounting degree the Department of Professional Accounting and Finance organized an expert talk on “Global Career Opportunities for Accountants” for the second year and third year B com students on 22nd January 2024, Monday at SKE Auditorium, PG block from 1.00 pm to 2.30 pm. Mr. Anoop N Mehta, CPA, CGMA, Immediate Past Chairman, AICPA and Chief Strategist, Analytical Mechanical Associates, HAMton, USA addressed the students. The Speaker explained the demand for certified Public Accountants in USA and western countries. Mr. Anoop shared his own experiences in gaining professional degree and the changes that took place in his career. The speaker also pointed out that the opportunities ahead of CPAs are not only in accounting firms but also in the organisations engaged in other business too. Mr. Uttam Pai, AVP, Academics, Miles Education, Bengaluru also addressed students and explained the current scenario existing in the corporate world with regard to the need of qualified CPAs. The students actively participated in the session and interacted with the speakers to clarify the queries regarding higher education in accounting especially in USA.



ANTI-HARASSMENT CAMP

Jayantian Extension Service – National Service Scheme (NSS) organized Anti-Harassment Campaign at K Narayanapura. The aim of this drive was to create awareness among people about the harassment and encourage them to speak against it. The volunteers had to gather the posters they made along the streets and pathway, The main intention of every student was to ensure that people interpret the message displayed on their posters. Awareness was a major theme of this drive, Overall, the drive was successful with volunteers educating the people and spreading awareness about social etiquettes. Teachers and student Coordinators encouraged the volunteers and helped them to complete the task successfully.

INDUSTRIAL VISIT



The Department of Professional Accounting and Finance facilitated an immersive learning experience for 52 students for the Vth Semester B Com P7 (Batch 2021-24). On August 30th, 2023, these students embarked on an industrial visit to The Dairy Classic Ice Creams Pvt. Ltd in Bangalore, Karnataka, gaining valuable hands-on insights into the industry. The visit provided them with a practical understanding of the ice cream production industry, safety protocols, quality control measures, and auditing procedures. The students were taken on a guided tour through various learning stations within the Dairy Day facility. Each station was designed to provide a comprehensive understanding of the ice cream production process, from the initial stages to the final product reaching the market, the trip was not only informative but also aligned with the students' academic pursuits by offering them a glimpse into the practical aspects of the business world. Special attention was given to the handling of the cold storage area where temperatures could reach as low as -20 degrees Celsius. This instruction ensured the well-being of the students and highlighted the company's commitment to maintaining a safe work environment, operational insight, quality control and cold chain management.



MINUTIAE

BITE BY BITE:

UNRAVELLING INDIA'S QSR DOMINATION



In our exploration of the vibrant Indian dining landscape, it's essential to clarify that we're focusing on the Indian operations of these six global brands. While different companies manage them, for simplicity, I've referred to them by their familiar brand names. Decoding the QSR Realm: Unveiling Revenue, Stores, and Margins Quick Service Restaurants (QSRs) stand as the heartbeat of modern dining, offering a swift culinary experience that blends efficiency with flavour. In this exploration, we navigate the intricacies of six major players—McDonald's, Starbucks, Domino's Pizza, Pizza Hut, KFC, and Burger King—unravelling their revenue dominance, store counts, per-store revenue, and gross margins.

The QSR Landscape: Understanding the Basics Quick Service Restaurants, or QSRs, epitomise rapid and efficient dining. They are designed for speed, offering a diverse menu that emphasises swift service and a streamlined experience. In contrast, fine dining establishments captivate with elaborate themes, premium tableware, and extensive menus. Fast casual places strike a balance, providing a more relaxed atmosphere than QSRs but without the formality of fine dining.

Revenue Chronicles: Domino's Claims the Throne In the grand arena of QSRs, Domino's Pizza emerges as the unrivalled revenue champion, boasting a staggering 5,096 crore rupees. The iconic promise of delivering pizzas in 30 minutes has catapulted Domino's into the hearts of millions. Trailing behind are KFC (3,224 crore rupees), McDonald's (2,278 crore rupees), Burger King (1,440 crore rupees), Pizza Hut (1,221 crore rupees), and Starbucks (1,087 crore rupees). **Stores as Beacons:** Domino's Holds the Torch Beyond revenue, store counts stand as a testament to dominance, with Domino's Pizza maintaining its lead with a substantial 1,816 stores, likely surpassing the 2,000-store milestone. In the race are KFC (831 stores), Pizza Hut (792 stores), Burger King (391 stores), McDonald's (357 stores), and Starbucks (333 stores). **Per-Store Revenue:**

McDonald's Leads the Way Zooming in on per-store revenue, McDonald's takes the lead with an impressive 6.40 crore rupees. The strategic brilliance of fewer but high-earning outlets places McDonald's atop the per-store revenue hierarchy. Trailing in this procession are KFC (3.90 crore rupees), Burger King (3.70 crore rupees), Starbucks (3.30 crore rupees), Domino's Pizza (2.80 crore rupees), and Pizza Hut (1.5 crore rupees).

Gross Margins: Domino's, the Maestro of Profitability In the intricate dance of gross margins, Domino's Pizza once again claims the spotlight with an impressive 75.90%. These percentages unveil the net income after considering the cost of making food and materials. Following in harmony are Pizza Hut (74.55%), KFC (67.45%), Starbucks (67.10%), Burger King (66.40%), and McDonald's (66.20%).

The Tapestry of QSR Dominance: A Masterpiece Unveiled In digging into the Indian dining scene, it's essential to clarify that we're focusing on the Indian operations of these six global brands. While different companies manage them, for simplicity, I've referred to them by their familiar brand names. As we weave through the tapestry of Quick Service Restaurants, Domino's Pizza emerges as the masterpiece, showcasing not only the highest revenue and store counts but also remarkable per-store revenue and gross margins. The QSR stage, adorned with the strategic brilliance of McDonald's, the premium allure of Starbucks, and the rapid growth of fast-casual innovators like Domino's, continues to captivate and inspire. **Conclusion: A Dynamic Culinary Landscape** However, it's crucial to note that despite the prominence of international quick-service restaurants (QSRs), many Indian food lovers lean towards local eateries, especially for specialties like wraps. These hometown favourites often outshine the big brands.

As we wrap up our look at these places, it's clear that the Indian taste buds appreciate a mix of global and local flavours, creating a dynamic culinary landscape.





REVOLUTIONIZING COMMERCE :

Nilay Singh
VI BCOM P7
21CMP744

The integration of Artificial Intelligence



In a stagnant business environment, artificial intelligence (AI) has emerged as a transformative force that is reshaping traditional business models and changing the way business is done.

The intersection of AI and business has led to a new era of efficient, personalized and data-driven decision-making. One of the main areas where artificial intelligence has made significant progress is the customer. Businesses can now analyze customer behavior, preferences and patterns with unprecedented precision using advanced algorithms and machine learning. This allows for customized services and product recommendations, creating a personalized and engaging shopping experience for customers. Additionally, artificial intelligence has become an important tool that facilitates supply chain management. From product optimization to demand forecasting, AI algorithms instantly analyze big data, allowing businesses to make informed decisions and reduce operating costs. Improving supply chain efficiency means improving overall performance and ultimately profitability. The emergence of AI-powered chatbots and virtual assistants has also revolutionized customer service in the business world. These smart machines can handle everyday queries, provide product information and even assist with the purchasing process. This not only allows human resources to perform more complex tasks, but also improves customer satisfaction by increasing availability. In today's business world, artificial intelligence is changing the rules of the game. Artificial intelligence algorithms analyze data and interpret customer behavior patterns, allowing companies to create marketing and personalization plans. This increases the likelihood that ads will reach the right audience, increasing the return on investment in your marketing efforts. However, integrating artificial intelligence into the business is not difficult. Privacy issues and ethical considerations regarding the collection and use of customer information have become important issues.

In addition, the rapid development of smart technology requires a change of center and development of skills. labor. Businesses should invest in training and development programs to ensure their employees are equipped to use the full potential of AI tools and technologies. The relationship between human intelligence and artificial intelligence is the key to success in the complex journey of today's business world. For businesses operating in this digital age, striking the balance between using fraud to improve customer experience and respecting people's privacy rights is a challenging, surprising but important task.

In short, the integration of intellectual skills and business has created a new era of innovation and efficiency. The impact of AI is far-reaching, from personalizing customer experiences to optimizing supply chain management and data-driven business strategies. As the industry continues to embrace and adapt to these technological innovations, the integration of intelligence and business will redefine the future of business operations and transform the way we interact with the business world.

EMBRACING DIVERSITY IN THE WORKPLACE



Sunil S Choyal
21ACP553
VI BCOM ACCA P5



Diversity in the workplace is not just a modern buzzword, but a crucial factor for the sustainable success of organisations. One of the most important reasons for promoting diversity is its profound impact on innovation and creativity in teams. Diverse groups bring together individuals with a plethora of perspectives, experiences and problem-solving approaches. This blending of backgrounds stimulates creativity and leads to the emergence of innovative solutions and products that might not have emerged in a more homogenous environment.

Furthermore, the importance of diversity also extends to the area of decision-making. A study shows teams made up of people with different views and experiences are less prone to groupthink, leads to more nuanced and robust decision-making processes. The benefit of diversity lies not only in the range of perspectives, but also in the thorough evaluation of possible outcomes, which contributes to more informed decisions.

In the highly competitive landscape of today's markets, diversity is a critical factor in a company's success. Diverse workforces better reflect the complexity of consumers and customers, enabling organisations to understand and meet a broader range of needs. In addition to meeting consumer expectations, companies that embrace diversity are often more attractive to a diverse customer base, which increases their overall competitiveness in the marketplace.

Employee engagement and satisfaction are significantly improved in workplaces that prioritise diversity and inclusion. Fostering a sense of belonging among employees leads to greater engagement and job satisfaction. Employees are more likely to stay with a company that values and recognises their unique contributions. This creates a positive feedback loop that benefits both the individual and the organisation.

Attracting and retaining top talent is another compelling argument in favour of diversity. Organisations that value diversity attract a wider pool of talent, including individuals from different backgrounds and demographics. At a time when talent is a critical asset, a diverse and inclusive culture becomes a strategic advantage in securing and retaining skilled professionals.

Finally, promoting diversity is not only a strategic move, but also a commitment to legal and ethical standards. Many countries have anti-discrimination laws, and companies that actively promote diversity demonstrate their commitment to equality and fairness. By adhering to these principles, companies build a reputation for ethical business practises and foster trust and goodwill among stakeholders. To summarise, diversity is not a box ticking exercise on the corporate agenda; it is a catalyst for success. The benefits of promoting diversity go beyond the superficial concept of representation. They permeate the fabric of corporate culture, foster innovation, improve decision-making and ultimately position organisations for sustained success in our dynamic and interconnected world.

LABOUR RELATIONS

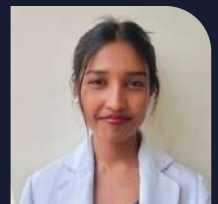
The study of labor relations is essential for safeguarding workers' interests while ensuring productivity and a cohesive work atmosphere. It encompasses various aspects such as wages, working conditions, employee rights, collective bargaining, industrial disputes, and overall workplace dynamics.

Labor relations have historical roots tracing back to the industrialization era, marked by challenges like low wages, long hours, unsafe conditions, and job insecurity. Organized movements emerged to advocate for better treatment and improved working conditions, leading to the rise of trade unions. These unions played a pivotal role in fighting for workers' rights through collective bargaining with employers, negotiating terms of employment within the legal framework.

Government intervention is crucial for managing labor relations effectively. Laws on minimum wages, working hours, and safety regulations are enacted to protect workers' rights and maintain economic stability. Special agencies are often established to monitor labor relations, settle disputes, and enforce labor laws.

Despite efforts to maintain harmony, conflicts between employers and employees may arise, resulting in strikes, lockouts, or other industrial actions. These actions serve as means for workers to assert their rights and draw attention to their concerns, albeit potentially disrupting productivity and having economic repercussions.

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Labor relations evolve due to factors like globalization, technological advancements, and demographic changes. Globalization intensifies competition among businesses, leading some employers to resort to cost-cutting measures like outsourcing or automation. Technological advancements reshape workplaces, necessitating new skills while rendering some traditional jobs obsolete. Demographic shifts and changing attitudes toward work-life balance influence employee expectations regarding working conditions.

Labor relations are critical for both employees' well-being and organizational success. By promoting dialogue through collective bargaining and ensuring fair treatment for workers, governments play a vital role in maintaining a healthy labor relations framework. As we confront future challenges posed by globalization and technological advancements, active engagement from all stakeholders is imperative to foster a positive labor relations environment aligning workers' rights with organizational interests.



"RESILIENCE IN A COFFEE CUP"

THE INSPIRING JOURNEY OF CAFÉ COFFEE DAY UNDER MALAVIKA HEGDE'S LEADERSHIP



S.Rakshitha
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Café Coffee day Café Coffee Day (CCD) is an Indian multinational

chain of coffeehouses headquartered in Bengaluru, Karnataka. It is a subsidiary of Coffee Day Enterprises Limited. Internationally, CCDs are present in Austria, Czech Republic, Malaysia, Nepal and Egypt. It is the best Café chain by offering a world class coffee experience at affordable prices. The first started at Bangalore, Karnataka. It rapidly expanded to other cities in India, with more than 1,000 cafés open across the nation by 2011.

Malavika was wife of VG Siddhartha in 1991 and has two sons, Eshaan and Amartya. Devastated by her husband's untimely demise, she made a resolute commitment to preserve his legacy and fulfill his dream of making CCD a thriving business.

The meteoric rise of the Café Coffee Day brand is still hailed as one of the greatest success stories of home-grown businesses in India.

However, not many knew about the huge debts the coffee giant has amassed until its owner VG Siddhartha died by suicide. After his death, many thought that the company wouldn't survive. But, Malavika Hegde, Siddhartha's wife, took over the company and followed strategies and reached great heights. Siddhartha lost grip on his business empire and soon it nosedived into debts. As per the data released on Café Coffee Day has accumulated a debt of Rs 7200 crore. On 31 July VG Siddhartha took his own life by jumping into the Netravati River. Soon, Malavika took over as the CEO of the Café Coffee Day Enterprises Ltd (CDEL).

From that day on, she worked tirelessly for the growth of the company that her late husband had built.

Malavika, however, made sure to not increase the price of the coffee. Apart from pulling down the shutters on many outlets that weren't making any profits, she withdrew hundreds of coffee vending machines that were installed at many IT parks and companies.



Moreover, she was successful in pumping capital into the company by attracting new investors. There are around 36,000 coffee vending machines at various firms and companies. Moreover, the 333 value express kiosks too have proved to be successful. She also registered a grand success in the export of high-quality Arabica coffee beans. The coffee beans that are grown in her 20,000 acres coffee plantation enjoy high demand in many foreign countries.

The debt was brought down to Rs 3200 crore as of from Rs 7200 crore. As a result of Malavika's initiatives, it further dropped to Rs 1731 crore. She has been successfully running the outlets even during the COVID-19 by strictly following the pandemic protocols. Now, Café Coffee Day has more than 572 outlets around the country. Malavika is an inspiration to women's. The woman who successfully pulled Café Coffee Day out of a crushing Rs 7000 crore debt crisis. Today, Malavika Hedge has become a Super Woman who holds the iconic brand of Café Coffee Day together.

“EVERY ADVERSITY, EVERY FAILURE, EVERY HEARTACHE CARRIES WITH IT THE SEED OF AN EQUAL OR GREATER BENEFIT”.

IMPACT OF ARTIFICIAL INTELLIGENCE IN BUSINESS OPERATIONS

“The integration of AI in leveraging machine-language learning algorithm has allowed businesses to analyze historical and real-time data resulting the forecasting of life-expectancy of and equipment or machinery”

The adoption of Artificial Intelligence into business operations has become a transformative force, modifying traditional models and elevating efficiency, decision making and innovation. The application of AI has spread across diverse sectors, automating their routine tasks, providing data-driven insights for overall operational effectiveness.

This has provided results in many factors, namely improving customer experience, guiding organizations through the complexity of modern world with intelligence and flexibility. Here are some multi-faceted impacts of AI in business operations significantly shaping the future of commerce

The integration of AI in leveraging machine-language learning algorithm has allowed businesses to analyze historical and real-time data resulting the forecasting of life-expectancy of and equipment or machinery. Hence, increased reliability of an equipment and cost saving tactic for organizations.

AI with predictive analysis in chatbots and assistants improve client's overall experience by providing quick and professional responses, allowing human beings to focus on complex and empathetic tasks. AI provides strategies from data-driven decisions. The spread and efficiency with the use of AI algorithms in identifying trends, patterns have left the organizations to extract insights swiftly.

AI is a game changer in addressing cross-border e-commerce challenges in business. Some of the significant hurdles in international trade in diverse regulations, and currencies. AI powered tools help businesses by simplifying the tasks of currency conversion, customs compliance and language translation.

By playing a pivotal role in advancing finance with the introduction of various innovative solutions, AI has bridged the gap between traditional banking system. AI driven data-analysis also facilitates credit scoring for individuals with limited or no-credit score history, expanding access to loans and financial services.



In conclusion, the impact of AI in business operations extends beyond the discussed points. As AI continues to evolve, its influence on commerce is likely to deepen. From revolutionizing supply chains to enhancing customer interactions, AI has embraced beyond technological advancements. It represents a strategic imperative for organizations seeking competitive, adaptive and responsiveness to the dynamic demands of the modern marketplace.

The on-going journey of AI in business operations underscores the need for continuous exploration, and a collaborative approach between technology and human ingenuity to unlock new dynamics of success and sustainability.

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NAVIGATING THE EVOLVING LANDSCAPE OF AUDITING IN THE DIGITAL AGE

POOJA DEVI

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In today's rapidly changing business environment, the field of auditing is undergoing significant transformations. This article explores the key challenges and opportunities that auditors face as they adapt to the digital era. From the integration of advanced technologies like artificial intelligence to the increasing importance of data analytics, auditors are exploring new methodologies to enhance their processes and provide more accurate insights into financial reporting.

The article delves into the role of auditors in ensuring transparency and accountability, especially in industries facing increased regulatory scrutiny. It discusses the impact of technological advancements on audit methodologies, emphasizing the need for auditors to stay abreast of emerging trends.

Furthermore, the article sheds light on the importance of maintaining ethical standards in auditing, addressing concerns related to independence and objectivity. It explores recent developments in auditing standards and regulations, emphasizing the role of auditors in fostering trust and confidence in financial markets.

As the business landscape continues to evolve, auditors must navigate a complex terrain of risks and challenges. The article concludes by outlining strategies for auditors to stay relevant and effective in their roles, emphasizing the importance of continuous learning, collaboration, and embracing innovation in the audit profession.





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BITCOIN

What is Bitcoin?

Why is everyone talking about it?

Bitcoins are just invisible currencies; they are created by computers that authenticate a series of transactions taking place on a blockchain network. They are not regulated by any central authority or a central bank. The reason why Bitcoin prices are so volatile is because they could spiral up or down depending on a baseless social media rumour. If you own a Bitcoin or multiple Bitcoins, you have to store it in an electronic wallet also known as 'e-wallet'. You have to make sure that your e-wallet is safe and secure so that the digital thieves don't steal your digital currencies. To sum it all up, there is a lot of hard work that goes into maintaining an e-wallet, keeping strong passwords so as to not let the thieves steal your bitcoins and so on.



These currencies rely on something called the "blockchain technology". A blockchain is a digital list of transactions, all transactions in the blockchain are kept securely and are continually checked and verified by computer systems. In December 2023, the price of Bitcoin surged to around \$45,000 per unit. That is a 170% increase over its starting value for that year. And, in case you did not know, Bitcoin values had significantly plummeted in 2022, with many expecting that it would never get back to these heights again.



Thanks to the turmoil in the US Banking Sector and the failure of cryptocurrency trading platform FTX, FTX here stands for 'Futures exchange'. Crypto fans are therefore happy about this unexpected price increase.



You may wonder though, why the price of bitcoin rose?

Investors in Bitcoin were hoping that the US Securities and Exchange Commission (SEC) would allow an exchange traded fund known as a Bitcoin Spot ETF. ETF here stands for 'Exchange-Traded Funds'. All these terms may seem gibberish because most of us are not aware of the concept of Bitcoins or even know what the term Bitcoin means. Bitcoin ETFs on the other hand, gives you the exposure to Bitcoins without actually having to invest in them.

UNVELLING RECENT TRENDS IN COMMERCE FIELD

The commerce landscape is rapidly evolving, driven by technological advancements and changing consumer behaviors. In this article, we'll explore some of the recent trends shaping the commerce field.



DISHA KP
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1

E-commerce dominance

The rise of online shopping continues to reshape the commerce sector. E-commerce platforms have become the go-to for consumers, emphasizing convenience, variety, and seamless transactions.

2

Mobile commerce

With the increasing use of smartphones, mobile commerce is thriving. Consumers now prefer shopping on mobile apps, leading businesses to optimize their platforms for mobile users and enhance the overall mobile shopping experience.

3

Personalisation and AI

Commerce platforms are leveraging artificial intelligence to provide personalized shopping experiences. AI algorithms analyze user behavior, preferences, and purchase history to offer tailored product recommendations, enhancing customer satisfaction and loyalty.

4

Augmented reality(AR) shopping

AR is transforming the way consumers shop online by allowing them to visualize products in their real-world environment before making a purchase. This technology enhances the online shopping experience, particularly for items like furniture, clothing, and accessories.

- **Subscription-Based Models:** Subscription service are gaining popularity, offering consumers a convenient way to access products and services regularly. From meal kits to streaming services, businesses are exploring subscription-based models to build long-term relationships with customers.
- **Contactless Payments:** The global shift towards contactless transactions has accelerated, driven by safety concerns and the convenience of tapping or scanning to make payments. This trend is reshaping the way consumers interact with physical stores and is likely to persist in the post-pandemic era In conclusion, the commerce field is undergoing a transformative period driven by technological innovations and changing consumer expectations. Businesses that adapt to these trends are better positioned to thrive in an ever-evolving market..

IMPACT OF INFLATION ON INVESTMENT STRATEGIES



A

key economic term that has a significant impact on investment strategies is inflation, which is defined as a sustained increase in the average price level of goods and services.

It poses a constant challenge to investors, reducing investment returns, impacting currency purchasing power, and raising portfolio volatility and risk.

The purchasing power of currency decreases when the overall price level rises. Investors are extremely concerned about this decline in purchasing power since it immediately affects their capacity to make purchases of goods and services.

The effect of inflation on investment returns exacerbates the loss of buying power. Investors looking to protect and increase their money through investments may find it difficult to realize the true worth of returns. A degree of uncertainty is brought about by inflation, which raises the risk and volatility of investment portfolios and creates a complex situation that calls for careful planning. Inflation affects some investment kinds differently than others. When it comes to equities, the effect is seen in changes in stock prices and earnings per share. Inflation-induced uncertainty can affect investor confidence and cause dynamic changes in the dynamics of the stock market. Given their fixed yields, bonds struggle to provide meaningful gains when prices rise. When the economy is unstable, precious metals—especially gold and silver—can act as dependable inflation hedges, holding their value.

The ability of investment portfolios to proactively address the impact of inflation is critical in this dynamic climate, highlighting the necessity for a smart and flexible strategy in the pursuit of long-term investment success.



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AI A HELPING HAND

TRANSFORMING MARKETS AND ACCOUNTING

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Step into the dynamic world of finance where Artificial Intelligence (AI) isn't just a buzzword; it's the game-changer revolutionizing how money moves and numbers speak.

In the bustling realm of financial markets, AI algorithms act as high-speed detectives, sifting through colossal datasets in the blink of an eye. They decode patterns, predict market trends, and guide traders with precision. Picture this: AI-powered models analyzing market movements, unveiling hidden connections, and empowering traders to make split-second investment decisions, giving them an edge in the ever-fluctuating markets.

But it doesn't stop there. Imagine having a personalized financial advisor at your fingertips, available 24/7. AI-driven robo-advisors do just that, tailoring investment advice to suit your individual risk appetite and financial aspirations. They're like financial wizards, continuously learning from the market's ebb and flow to optimize your investments, making financial management accessible to everyone.

Meanwhile, in the world of accounting, AI's magic lies in automating tedious tasks. It takes on data entry, reconciliation, and auditing, freeing up accountants to flex their analytical muscles. Financial statements are swiftly combed through, spotting irregularities or potential fraud, ensuring cleaner and more reliable reports.

IBM's Watson is the superhero of this financial tech saga, assisting institutions with compliance, risk management, and customer service using natural language processing and machine learning. It's like having a digital Sherlock Holmes in the world of finance. Yet, amidst this digital revolution, ethical concerns loom. Questions of AI biases, privacy, and responsible decision-making demand attention.

In conclusion, AI isn't just a tech marvel; it's the wizardry transforming financial landscapes. From decoding market mysteries to automating financial wizardry, AI's influence is reshaping how we interact with money and numbers, ushering in an era where finance meets futuristic technology for a more accessible and efficient tomorrow.

FAKE IT TILL YOU MAKE IT



For anyone living in Bangalore, it's a common catchphrase one hears from their relatives, friends or acquaintances, trying to get their startup off the ground. Startups are a consequence of India 2.0, getting the right ingredients for growth somewhat in place. A strong but flawed education system, reasonable access to credit, a cultural orientation towards hard-work and most importantly a young and well-educated urban population. It takes an inordinate amount of courage and a willingness to fail to take the perilous path of a startup, especially right out of college. The number of variables that determine your survival are innumerable, and the chances of success are so miniscule and get narrower and narrower by the day.

There is an aspect about startups that is different from a regular business, the Sole Proprietor. He owned 100% of his business, often the business was indistinguishable from himself. This created an incentive structure for Sole Proprietors to ensure the success or at the very least the survival of his business. Startups have a different and some may even say perverse incentive structure. For starters, the Founder and his business are two distinct entities, which in itself is not bad. But when a startup raises money, they only have one asset they can use to raise funds, that is to issue equity shares to their investors. Not only does this dilute the Founder's holdings, it also brings in a multitude of people, capital funds, consultants and analysts.

Now these new characters in the startup are allegedly supposed to help the business become profitable and efficient. The old saying goes "Too many cooks spoil the broth", a startup is not invulnerable to this either. The fact is one can study data, charts and books all their life, but it does not compare to actual real-life experience and the natural instincts of a leader. These new funds bring in these professionals who end up standardizing the business and eliminating what made it unique in the first place. The startup becomes bloated with large HR bureaucracies, consultants, analysts, compensation consultants and so on, although the intention is virtuous, the effect is nothing but the opposite. It tamps down the natural instincts and experience of the core team.



The sudden influx of an ungodly amount of money ends up bloating the compensation of employees over and above the market rate, which causes inflation in the job market.

This Venture Capital-led system has created an incentive structure that does not produce ethical, hard-working businessmen who are passionate about their products and customers. Rather it creates Founders only interested in using their supposedly innovative idea as a vehicle for their own personal profit, while contributing nothing to the market or the country or the shareholders.

The Founder because he holds such a title, commands the largest compensation package in the business. Simultaneously his ownership in his own business keeps dwindling, what do you think his primary drive would become? Doing everything possible to grow and sustain his startup or to keep the startup in a state of flux, so he can continue to draw his inflated salary and maintain some semblance of control?

The evidence for venture-backed startups simply being a vehicle for the Founder's wealth is immense, simply look at the slow implosion of BYJU's or the quickly crumbling Dunzo or the scandal-laden BharatPe and its embattled founder, Ashneer Grover.

Is the conclusion that India's startup prowess is just a façade? Is the industry only made of con-men and broken business models that are destined to never achieve profitability? Certainly not, there is another path, much harder, filled with more obstacles and an even slimmer chance of success but it works and it actually creates value for everyone.

The bootstrapped startup is one that does not take venture capital money and the Founder retains full control, he runs the business the way he sees fit and the market decides if he is creating value or not. In a venture capital-backed startup, the business is kept alive artificially, even if the business does not create value or the business model is unviable, by simply setting off losses against the venture capital firm's money.

Zerodha, Zoho, 42Gears are all bootstrapped startups and are actually profitable. They have several advantages over their peers, they do not have large bureaucracies, they are quick and nimble, they are able to react to market conditions faster. They also do not have any pressure to enter the public markets, as there are no Venture Capitalists or Private Equity Companies, who are in a rush to exit their investment and turn a quick buck. These companies that are cash-strapped in their infancy, understand the value of money and therefore understand the Law of Diminishing Marginal Productivity.

This question of startups and incentive structures must be answered, either the Government intervenes with policy changes or the Market will do it for them. When the government does it, we will be prepared and the process can be smooth. When the market rectifies a mistake, it can turn ugly. It will mean more layoffs, more crashes, more defaults on loans and more pain for the economy (Great Financial Crisis – 2008). For the rest of us, for India it is of critical importance. As India takes her rightful place on the world's stage as a Great Power, we will be a paper tiger if we do not set our house right.



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REDUCING UNEMPLOYMENT THROUGH TECHNOLOGICAL WORKING OPPORTUNITIES IN INDIA



India is a developing Country. Various field of our country use 5G, Artificial intelligence, digital Mechanism and cloud computing. Corporate companies now a days are more innovative and smart, they try to complete the task using high valued technologies which replaces human.

The unemployment rate in India rises from 7.14% to 7.45% in March 2023. The main reasons for unemployment is India's poor education system with lack of skills and local degrees that are offered, Lack of technology infrastructure, Poor teaching quality, Lack of skills-based learning, Low focus on research and development are considered worthless by the employers. The Most concerning reason of educated unemployment is the rising population in Indianeconomy which leads to lack of job opportunities.



It is possible if people are updated to the current trends. Most of the Educated graduates upgrade their skill in various disciplines through educational sites online. This helps them improving their skills and get certified. They also apply job for the post they are interested in. Their unemployed life ends by getting employed in the corporate world. Most of uneducated People also try to get self employed by starting up an online business such as shopsy, meesho, and many more etc. Most of the uneducated Indian house wives try to portray their business skills they have through these sites. They try to start up a You tube channel with interesting and unique content.

E-learning & Earning is a new concept recently started during this COVID period attracted many people which helped in engaging those in need of job. Biz Gurukul is an online learning platform which offers skill enhancement courses to those looking out for job opportunities. It concentrates on Learn-Earn-Impact. It allows earning money with learning and gives insights into the different life experiences. It certified many youngsters and were placed in most esteemed organizations. Even now this is the fastest growing earning and learning platform in India.



CHALLENGES

Of course there are challenges that we face in developing technology in certain fields such as in construction field it is not possible to compete with the labourers and that would also disrupt their wages. There are also people working in unorganised sectors who are unskilled. It is difficult for them to adapt new innovations and are not familiar with technology.



How to overcome such challenges ?

It is possible to overcome these challenges if Government plans to enhance the skill training programmes for the unskilled labourers in unorganised sectors or uneducated/unemployed people which helps them to adapt to the new technology and upskill themselves. The employed work force should undergo training or re training to adapt to the emerging technology in various disciplines.



Training should include skills such as creativity, modernity, imagination and innovation which would develop the society and also fetch lot of working opportunities in social sectors. It not only reduces unemployment rate but also emerge foreign investment destination and grow Indian start ups. It results in development of our national economy.

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Abhishek K
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21COP101





EMPOWERING INDIVIDUALS IN THE Digital Economy

◆ In the ever-evolving landscape of commerce, a new phenomenon is quietly revolutionizing the way we do business: micro-entrepreneurship. Gone are the days when starting a business required hefty capital investments and extensive resources. Today, armed with nothing more than a laptop and an internet connection, individuals around the globe are carving out their own paths to success, one small venture at a time.



At its core, micro-entrepreneurship is about empowerment. It's about giving individuals the tools and resources they need to turn their passions and skills into profitable ventures. Whether it's selling handmade crafts on Etsy, offering freelance services on platforms like Fiverr, or monetizing a niche blog through affiliate marketing, the barriers to entry have never been lower.

But micro-entrepreneurship is more than just a means of making money; it's a catalyst for innovation and economic growth. By democratizing access to entrepreneurship, we're unleashing a wave of creativity and ingenuity that's reshaping industries and driving progress at an unprecedented pace. From the rise of influencer marketing to the boom in online education, the impact of micro-entrepreneurship is felt far and wide.

Of course, like any burgeoning movement, micro-entrepreneurship comes with its own set of challenges. From navigating complex tax regulations to competing in crowded marketplaces, micro-entrepreneurs face hurdles that can seem daunting at times. But with the right support systems in place – whether it's through mentorship programs, online communities, or government initiatives – these obstacles can be overcome, paving the way for success and sustainability.



Moreover, micro-entrepreneurship has the potential to address some of the most pressing issues facing society today, from unemployment and income inequality to environmental sustainability. By empowering individuals to create their own livelihoods, we're not just creating economic opportunities; we're also fostering resilience and self-reliance in the face of uncertainty.

In conclusion, the rise of micro-entrepreneurship represents a seismic shift in the way we think about commerce and opportunity. It's a testament to the power of technology to democratize access to entrepreneurship and empower individuals to take control of their own destinies. As we look to the future, let us embrace this movement as a force for positive change, one small business at a time.

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22COP173



In my college, the spirit of entrepreneurship is alive and thriving, with a focus on promoting micro-entrepreneurship among students.

our college also offered various workshops and mentorship programs to support aspiring entrepreneurs. From business plan development to marketing strategies, these resources provided invaluable guidance and encouragement to students embarking on their entrepreneurial journeys.



Overall, my college experience with promoting micro-entrepreneurship has been incredibly enriching. It's taught me that entrepreneurship is not just about making money; it's about creativity, resilience, and community. And as I look to the future, I'm excited to see where this entrepreneurial spirit will take me and my fellow classmates.

THE ENTREPRENEURIAL KALEIDOSCOPE

C S GOPIKA
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Entrepreneurship isn't a neatly paved road leading to a predictable sunset. It's a rollercoaster, a tightrope walk over a pit of uncertainty, punctuated by exhilarating plunges and heart-stopping climbs. The magic lies not in avoiding those dips, but in mastering the art of reframing.

The term "Entrepreneurial Kaleidoscope" metaphorically represents the dynamic and multifaceted nature of entrepreneurship. It emphasizes the ever-changing landscape of opportunities, challenges, and innovations that entrepreneurs navigate. In the vibrant and ever-evolving realm of entrepreneurship, the term "kaleidic" perfectly captures the dynamic and multifaceted nature of this field. Just as a kaleidoscope offers a constantly changing array of colours and patterns, the world of entrepreneurship is characterized by its diversity, rapid changes, and endless possibilities.

Some win through innovation. Some win with data. Some go big or go home. Some aim for minimal work for maximum life. Some just simply work. Some self-fund. Some bootstrap. Some are financed with debt, some are financed with equity. Entrepreneurship is never black and white in this kaleidoscope world.

The kaleidic world of entrepreneurship is defined by a "Spectrum of Opportunities" that span various industries and markets. Entrepreneurs today have unprecedented access to a wide range of industries and markets. Technological advancements have expanded these opportunities, creating new niches and revolutionizing traditional sectors. For instance, the rise of digital technologies has given birth to entirely new industries, such as fintech, e-commerce, and digital health. Entrepreneurs who can identify and seize these opportunities stand to gain a significant competitive advantage.

The entrepreneurial landscape is inherently dynamic, with change being the only constant. Market trends evolve, consumer preferences shift, and technological innovations disrupt established norms. The COVID-19 pandemic, for instance, significantly altered the business environment, accelerating digital transformation and reshaping consumer behaviour. Entrepreneurs who could pivot their strategies, embrace digital platforms, and reimagine their business models found new avenues for growth.



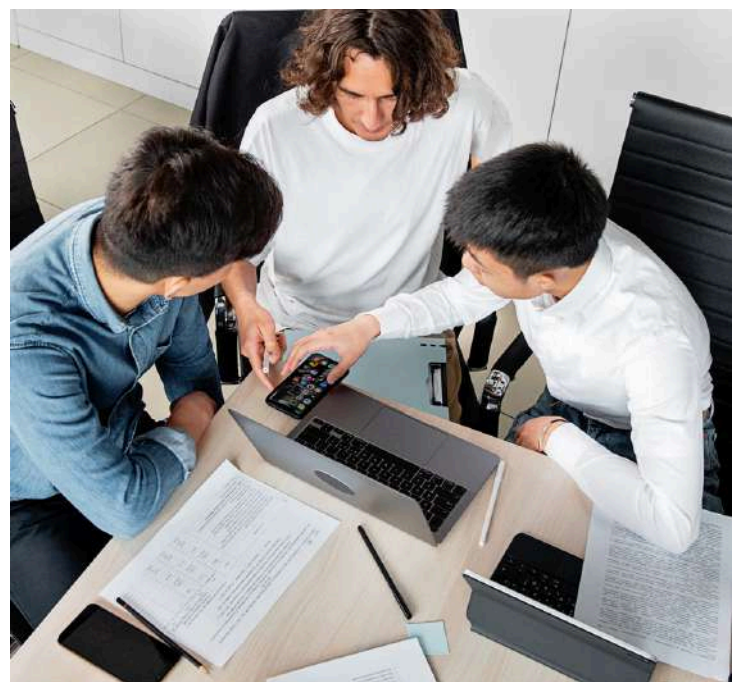
“Entrepreneurs that are successful frequently have the unusual capacity to recognize opportunities where others perceive barriers. They take a creative approach to problem-solving, looking for unusual answers and questioning the current quo. ”

The kaleidoscope of entrepreneurship has many potential, but it also has many difficulties. Entrepreneurs have to deal with risk, uncertainty, and competitive pressures.

Successful entrepreneurship is characterized by the capacity to overcome these obstacles. In this sense, having a solid plan, being resilient, and being open to learning from mistakes are crucial qualities. Together with developing strong networks, entrepreneurs should look for mentorship to get advice and encouragement while navigating their business endeavours. The entrepreneurial kaleidoscope is a compelling metaphor for the dynamic and ever-evolving nature of entrepreneurship. It captures the plethora of chances, difficulties, and inventions that characterize the path of an entrepreneur.

By embracing creativity, staying agile, and employing strategic planning, entrepreneurs can effectively navigate this vibrant landscape. The next wave of innovation that propels economic growth and societal advancement will be led by individuals who can deftly turn the kaleidoscope to uncover new possibilities and patterns as the world continues to change at an unprecedented rate.

In this dynamic dance of entrepreneurship, the possibilities are as limitless and captivating as the patterns in a kaleidoscope.



THE TWO SIDES OF A COIN

Exploring Monetary Incentives and Employee Performance



This project is aimed at providing a detailed study of the effectiveness of monetary rewards to improve staff performance. The main and more general research aim that can be formulated for this study is to investigate the role and efficacy of using bonuses as a tool of employees' motivation and increasing their productivity. Our primary interest lies in identifying the extent of stimulus that these incentives create as well as the optimum ways of their application.

First and foremost, our studies will give a general background of incentives, and the strategies available to organizations.

We shall then sub-categorise on monetary incentives highlighting how this factor impacts on motivation and therefore performance on the employees.

An important component of this project will be a contrast between the two sectors of India: the governmental and the private to outline their experience in the use of monetary reward for motivation. Assessing the subtleties of implementation in these spheres will be beneficial for gaining the best understanding.



The essence of the efforts is to explore the best practices concerning the implementation of new ideas and ways of controlling the monetary reward system in the organisation. This will involve and include processes and procedures on how to set performance expectations, identify how to get the right reward frameworks and also how to ensure equitable dispensing of the rewards.

However, we understand that monetary incentives cannot be a universal fix for all PINs. Therefore, to advance this line of thinking, we will also discuss other motivational approaches that organisations can use not only in addition to, but also rather than monetary reward. Some of the OHSM interventions can range from promoting a healthy working culture that supports the workers, creating chances for career advancement, and channels through which the employees can be rewarded.

This potential is not only significant in the academic sphere but also has broader repercussions. The applications included and further development of the present research findings will be vital to real-life scenarios. Employers will learn ways to implement its incentive schemes in a way that would yield the best outcomes in terms of increased performance. Furthermore, incorporating a broader perspective within this study might be beneficial for research new directions in areas such as psychology to reveal the complex connection between motivation and performance with regards to people in the roles of employees.

Besides, it is useful when viewed from a policy-making perspective the project has much weight. In this way, by describing the advantages and disadvantages of the monetary incentives, we help the managers and organizations to be aware of the possibility to decide how to use the proper tools for the incentivization activity correctly. This can in turn heavily contribute to the development of increased and finer grain policies regarding motivation and performance of employees.

In conclusion, this project has provided a broad overview of the monetary incentives with focus on their effectiveness in enhancing employee performance. The various aspects of this topic will be discussed to help organizations understanding how and what can be done to harness the maximum potential in a workforce. In this way, it is our intention to provide paradigmatic elucidation not only through theoretical transmissions but also through applicative and prospective implications.

Abhishek Jacob
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23ACAB03



THE BIG MAC INDEX:

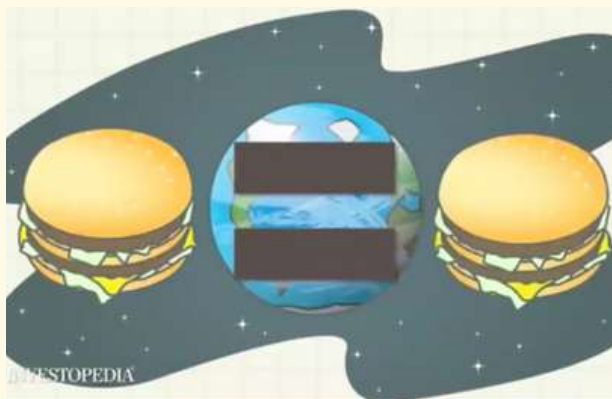
Measuring Purchasing Power Parity

Ever wonder why a Big Mac costs differently across various countries? It's not just because of the secret sauce! Welcome to the fascinating world of the Big Mac Index—a fun, yet insightful tool created by *The Economist* to measure purchasing power parity (PPP). But before you start dreaming of a world where Big Macs are the global currency, let's dive into what this index tells us about economic development beyond mere GDP growth.

What is the Big Mac Index?

The Big Mac Index is essentially a lighthearted way to compare the cost of a Big Mac burger in various countries. Created in 1986, it provides a simple method to assess whether currencies are at their "correct" levels. The premise is straightforward: a Big Mac should cost the same everywhere if exchange rates are in equilibrium. If not, it might suggest that a currency is overvalued or undervalued.

For example, if a Big Mac costs \$5 in the US and ₹250 in India, the implied exchange rate should be ₹50 per dollar. If the actual exchange rate is ₹75 per dollar, the Indian rupee is undervalued relative to the dollar.



Beyond GDP: The Real Value of PPP

While the Big Mac Index is a quirky tool, it reveals important insights about purchasing power parity, a more serious economic concept. PPP suggests that in the long run, exchange rates should adjust so that an identical basket of goods costs the same in different countries. But let's not get lost in the economic jargon! Think of PPP as the great equalizer—it tells us how much "bang for your buck" you get in different parts of the world.

While the Big Mac Index is a quirky tool, it reveals important insights about purchasing power parity, a more serious economic concept. PPP suggests that in the long run, exchange rates should adjust so that an identical basket of goods costs the same in different countries. But let's not get lost in the economic jargon! Think of PPP as the great equalizer—it tells us how much "bang for your buck" you get in different parts of the world.

This is where the discussion about economic development gets interesting. Traditionally, GDP has been the go-to measure of a country's economic health. However, GDP merely measures the total value of all goods and services produced over a specific time period. It doesn't account for how much those goods and services actually cost citizens, nor does it reflect the living standards of the population.

Here's where PPP steps in like a financial superhero with a cape made of burger wrappers. By considering the cost of living and inflation rates, PPP offers a more comprehensive view of economic well-being. It tells us how much individuals can actually buy with their income, which is crucial for understanding real living standards.

Economic Development: It's Not Just About GDP

Consider two countries: Burgerland and Friesville. Both have a GDP of \$1 trillion. But in Burgerland, a Big Mac costs \$5, while in Friesville, it costs \$10. Despite having identical GDPs, the citizens of Burgerland can afford more burgers (and likely more of other goods) than those in Friesville. This means Burgerlanders enjoy a higher standard of living—thanks to better PPP.

In India, while GDP growth is often celebrated, it's essential to consider PPP to understand the real economic progress. For example, India's GDP growth has been impressive over the years, but when we look at PPP, it shows how this growth translates into better living standards. Lower costs of living, reflected in cheaper Big Macs and other goods, mean that income stretches further, improving quality of life.

Economic development isn't just about growing the GDP pie; it's also about how that pie is divided and consumed. If all growth is concentrated in the hands of a few, or if prices skyrocket, the average citizen might not feel any richer. PPP helps highlight these disparities by showing the real value of income in terms of everyday expenses.

Adding a Dash of Humor: The Big Mac and You



Imagine if we all started using Big Macs as the universal currency. “Hey, can you lend me a Big Mac?” would be a common refrain. And instead of negotiating salaries, we'd haggle over how many burgers we get paid. “I demand a raise! I want at least 20 Big Macs per month!”

Jokes aside, the Big Mac Index teaches us that economic metrics need a human touch. A country's economic development should be reflected not just in lofty GDP figures but in the real purchasing power of its people. The ability to buy a Big Mac, or any other good, without emptying your wallet, is a small but significant sign of economic health.

In conclusion, while the Big Mac Index might seem like a whimsical financial tool, it underscores the importance of considering PPP in evaluating economic development. By highlighting the cost of living and real purchasing power, it provides a more accurate picture of how economies perform for their citizens. After all, in the grand scheme of things, economic growth should translate to better living standards, not just bigger numbers on a spreadsheet. So next time you bite into a Big Mac, remember, you're munching on a mouthful of economic insight!

Shaheen Abdulla T
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22COP171



The Rise and Fall of MEME COINS

Explained

Suhas Hegde
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22COP176



In the ever-changing world of cryptocurrency, meme coins have become a captivating phenomenon, drawing the attention of both investors and speculators. These digital currencies, often started as jokes or parodies, have seen incredible surges in value followed by dramatic drops, reflecting the volatile nature of the broader crypto market. This essay delves into the rise and fall of meme coins, looking at their beginnings, the factors behind their rapid rise, and the inevitable decline that typically follows.

Origin

The story of meme coins starts with the broader cryptocurrency boom of the 2010s, when Bitcoin's success inspired many alternative coins, known as "altcoins." One of the earliest and most notable meme coins, Dogecoin, was created in December 2013 by software engineers Billy Markus and Jackson Palmer.

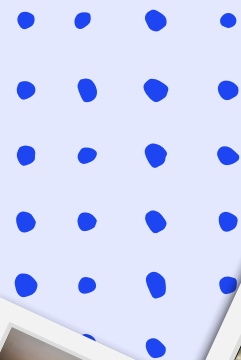
Dogecoin was inspired by the popular "Doge" meme featuring a Shiba Inu dog, and it was meant to be a fun alternative to Bitcoin. Despite its origins as a joke, Dogecoin quickly built a community of enthusiastic supporters, drawn by its friendly image and low transaction fees.

Meteoric Rise

Several factors contribute to the rise of meme coins, including social media influence, celebrity endorsements, and the speculative nature of the crypto market. Social media platforms like Reddit, Twitter, and TikTok have been crucial in promoting meme coins. Communities on these platforms can drive massive interest and investment in a coin, often leading to significant price surges. The "r/WallStreetBets" subreddit, for instance, has played a major role in generating interest in various meme coins.

Another factor behind the rise of meme coins is the speculative behavior of investors. Many investors are attracted to the potential for high returns in a short period, often ignoring the underlying value or utility of the coin.

This speculative frenzy can lead to rapid price increases, as seen with Dogecoin and other meme coins like Shiba Inu and SafeMoon.



Inevitable Decline

Despite their rapid rise, meme coins often face a sharp decline. The same factors that contribute to their ascent can also lead to their downfall. Social media hype and celebrity endorsements are inherently volatile and can reverse just as quickly as they begin. When the initial excitement fades or when influential figures stop promoting the coin, the price can plummet.

Moreover, the speculative nature of meme coin investment means that many investors are quick to sell at the first sign of trouble, leading to sharp declines. This is often exacerbated by the lack of intrinsic value or real-world utility in many meme coins, making them more susceptible to market sentiment and external factors.

Regulatory scrutiny is another factor that can contribute to the decline of meme coins. Governments and regulatory bodies around the world, including in India, are increasingly paying attention to the cryptocurrency market, and meme coins are no exception. Increased regulation can lead to decreased investor confidence and reduced liquidity, further driving down the price.

Case Studies: Dogecoin & Shiba Inu

Dogecoin's journey epitomizes the rise and fall of meme coins. After years of relative obscurity, Dogecoin surged in value in early 2021, reaching a market capitalization of over \$85 billion at its peak. However, by the end of 2021, its value had dropped significantly, highlighting the volatility of meme coins.

Shiba Inu, another meme coin, followed a similar trajectory. Created as a "Dogecoin killer," Shiba Inu experienced a massive price surge in 2021, driven by social media hype and speculative investment. However, like Dogecoin, its value plummeted as the initial excitement waned and investors sought more stable assets.

Conclusion

The rise and fall of meme coins highlight the speculative nature of the cryptocurrency market. While these coins can offer substantial short-term gains, they are often characterized by extreme volatility and lack of intrinsic value.

Investors should approach meme coins with caution, recognizing the potential for significant losses alongside the possibility of high returns. In India, where cryptocurrency interest is rapidly growing, the story of meme coins serves as a cautionary tale, reminding us of the power—and peril—of internet-driven investment trends.

As the cryptocurrency market continues to evolve, the fate of meme coins will likely serve as a lesson for future investors and a reminder to always look beyond the hype.





PARADOX OF VALUE

WATER - DIAMOND

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22COPII4



The answer to the diamond-water paradox involves combining the ideas of previous economists with the theories of subjective value and marginal utility. These theories suggest that people assign value to goods and services based on the object's marginal utility. The marginal utility of a good is the utility, benefit, or satisfaction we gain from purchasing or using an extra unit of that product. When combined with ideas of supply and demand, scarcity, and opportunity cost, the theory of marginal utility provides a thorough and convincing explanation for the diamond-water paradox.

Have you ever purchased something and thought to yourself, 'It's crazy how much I'm paying for this!?' This might happen more frequently than you would like, based on the dozens of transactions you may make on a daily basis. Questioning some of your financial transactions may be best answered or explained through something known as the diamond-water paradox. Getting enough water to sustain life typically has a low price, while a piece of diamond jewellery has a high price. Why does an economy put a much lower value on something vital to sustaining life compared to something that simply looks shiny and sparkles? This question is the diamond-water paradox, also known as paradox of value, and it was first presented by the economist Adam Smith in the 1700s.

The paradox of value is the apparent contradiction that diamonds are more valuable than water, even though water is needed for life. Adam Smith originally proposed the paradoxical problem, and it has been debated by many economists since. Adam Smith first suggested the diamond-water paradox. However, later economists such as Carl Menger, William Stanley Jevons, and Leon Walras proposed and developed the economic theories known as the subjective theory of value and the theory of marginal utility. These theories, when combined with the ideas of previous economists, provided a more robust explanation for the paradox.



Understanding why the paradox exists can be helped by understanding the economic terms known as marginal utility and scarcity. Scarcity can be simply defined as how readily available a good, skill, or service is. Is there a lot of it compared to what people are demanding? Marginal utility is the additional satisfaction or gain someone gets from using or purchasing an additional unit of a particular good or service. People are willing to pay a higher price for goods with greater marginal utility. So, let's go back to water and diamonds.

There is plenty of water in most parts of the world (not scarce), which means that, as consumers, we usually have a low marginal utility for water. In a typical situation, we aren't willing to pay a lot of money for one more drink of water. Diamonds, however, are scarce. Because they are harder to find and attain, our marginal utility (additional satisfaction), for adding a diamond to our collection is much higher than someone offering us one more drink of water. If one is dying of thirst, then this paradox might not make sense, and the marginal utility from another drink of water would be much higher than the additional satisfaction of owning a diamond.



If one is dying of thirst, then this paradox might not make sense, and the marginal utility from another drink of water would be much higher than the additional satisfaction of owning a diamond.

For example, the cost of a diamond includes the costs associated with the extraction of diamonds. At the same time, water is cheaper since it is more affordable.

Thus, the diamond-water paradox was explained, and its solution was discussed. The diamond-water paradox lies in the fact that, despite the higher use-value of water, it costs less than diamonds. However, in non-standard conditions, for example, if a person were dying of thirst in the desert, the water cost would be higher since the diamond's exchange-value would be depreciated.

Ansoff Matrix

The Ansoff Matrix was developed by Russian-American business manager and applied mathematician Igor Ansoff. Executives, senior managers, and marketers can use The Matrix as a strategic planning tool to help them come up with plans for future corporate expansion.

The Ansoff Matrix offers solutions for closing the efficiency gap to boost revenue and cut expenses. This matrix offers strategies to assist managers in growing the company into new markets. Diversification of products and services is facilitated by inventive and creative methods.

Ansoff Matrix includes the following-

1. Market Penetration

By expanding its market share within current market segments, the company seeks to expand by utilizing its current offers (products and services) in current marketplaces.

Example- Samsung is renowned for their penetration pricing approach. It aggressively courted customers away from Apple to take the lead in the worldwide smartphone market by aggressively providing its phones at a lower starting price with additional pricing levels.



**Market
Penetration**



**Product
Development**

2. Market Development

The company tries to grow into new markets (regions, nations, etc.) using its current product and service offerings and a little new product development.

Example: Starbucks has a strong product line and business plan, and it has made a major effort to reach new markets. To establish a global franchise and assure success, they have concentrated on significant market penetration.



**Market
Development**

3. Product Development

To expand, a business looks to develop new goods and services for its current customer base.

Example- Every two years, Apple launches a new iPhone. Although it has a few minor improvements (better camera, slimmer design, wireless charging), it nevertheless draws in a sizable market



Diversification

4. Diversification

The company launches new products in new markets to increase its market share.

Example- Johnson & Johnson started out as a pharmaceutical business before branching out into medical equipment and consumer health goods. Brands including Band-Aid, Neutrogena, Tylenol, and medical gadgets like surgical instruments and diagnostic tools are among its offerings.



Dariyan Jacob Sam
I23CBAA45



VIRTUAL REALITY COMMERCE



In recent years, technological advancements have transformed the way we shop, with online retail becoming increasingly popular. However, despite the convenience of e-commerce, one aspect has remained elusive: the ability to truly replicate the sensory experience of shopping in physical stores. That's where virtual reality (VR) commerce comes into play, offering a tantalizing glimpse into the future of retail.

VR commerce, or v-commerce, combines the immersive capabilities of virtual reality technology with the convenience of online shopping. Imagine stepping into a virtual store from the comfort of your own home, browsing shelves, examining products, and making purchases—all within a fully immersive environment.

One of the key advantages of VR commerce is its ability to provide a truly immersive shopping experience. By donning a VR headset, users are transported to virtual environments that replicate real-world stores. They can explore aisles, interact with products, and even test them out in simulated environments. This level of immersion not only enhances the shopping experience but also makes it more enjoyable and memorable for consumers. Another significant benefit of VR commerce is its ability to visualize products in three dimensions. Traditional online shopping relies on static images and videos to showcase products, which can sometimes be inadequate for conveying their true form and features.

In contrast, VR allows users to view products from all angles, zoom in for closer inspection, and even see how they interact with their surroundings. This not only helps consumers make more informed purchase decisions but also reduces the likelihood of returns and exchanges. From a retailer's perspective, VR commerce opens up new possibilities for branding and customer engagement. Companies can create virtual storefronts that reflect their brand identity and offer a cohesive shopping experience. They can also integrate VR commerce platforms with existing e-commerce systems, enabling seamless transactions and order processing.

In conclusion, virtual reality commerce represents the next frontier in online retail. With its immersive capabilities, interactive features, and potential for branding and customer engagement, VR commerce promises to revolutionize the way we shop online. As VR technology continues to evolve and become more accessible, we can expect to see even more innovative applications of VR in the e-commerce space. So, buckle up and get ready to embark on a virtual shopping journey unlike any other.



HISTORY OF KJC

A journey through the timeline of Kristu Jayanti College from its start to the present day



2001



2004



2005



2007



2008

2009



2010



2011



2012



2013



2014

2015



2016



2017



2018



2019



2020

2021



2022



2023



2024



Founded in 1999, Kristu Jayanti College stands as a testament to the visionary leadership of the Carmelites of Mary Immaculate (CMI) and the enduring legacy of Saint Kuriakose Elias Chavara. The college has rapidly evolved into one of Bengaluru's premier educational institutions. Affiliated with Bengaluru North University, the college has been reaccredited with an 'A++' grade by the National Assessment and Accreditation Council (NAAC) in its Third Cycle of Accreditation in 2021. It is also recognized by the University Grants Commission (UGC) under categories 2(f) and 12(B) and has been functioning as an autonomous institution since 2013, sanctioned by the UGC, Government of Karnataka, and Bangalore University. Kristu Jayanti College was established to address the educational needs of North Bangalore, a region that was predominantly semi-urban and rural with limited access to higher education.

This initiative aligns with Saint Kuriakose Elias Chavara's commitment to education and social reform. Despite his upper-caste background, Saint Kuriakose Elias Chavara was a pioneer in advocating for the education of lower castes and women, establishing numerous educational institutions and social initiatives in 19th-century Kerala. The college began modestly with one course, nine students, and three faculty members. Today, it serves over 10,000+ students and offers a wide array of programs, including 30+ undergraduate programs, 15+ postgraduate programs, and three postgraduate diplomas. The college's academic infrastructure includes state-of-the-art classrooms, laboratories, libraries, and research centers, fostering an environment conducive to learning and innovation.

The institution places a premium on the holistic development of its students. Its curriculum is meticulously designed to impart not only academic knowledge but also to inculcate values, civic responsibility, and global competencies. A plethora of student support services, including counseling, career guidance, and mentorship programs, are available to help students adeptly navigate their academic and personal trajectories. In line with the CMI legacy, Kristu Jayanti College is committed to community engagement and social responsibility.

The institution runs numerous outreach programs aimed at uplifting marginalized sections of society. Students are encouraged to participate in these initiatives, fostering a sense of empathy and social responsibility. The college's extension activities include health camps, literacy programs, and environmental conservation projects, aligning with its mission to contribute positively to society. Since achieving autonomous status in 2013, Kristu Jayanti College has been able to innovate its curriculum and assessment methods, ensuring they meet the highest academic standards and industry requirements.

This autonomy has enabled the college to introduce contemporary courses and tailor its programs to address emerging global trends and challenges. The college has established collaborations with several international universities, providing students and faculty with opportunities for exchange programs, joint research, and global exposure. These collaborations enhance the academic experience, preparing students to compete and excel in a globalized world. Kristu Jayanti College aspires to perpetuate its trajectory of growth and excellence.

institution envisions expanding its academic offerings, fortifying its research capabilities, and intensifying its community engagement. By nurturing well-rounded individuals endowed with knowledge, skills, and values, the college aims to make a substantial contribution to the nation's intellectual and moral capital. Now in its 25th year, the college shines as one of India's premier institutions, excelling in both academics and extracurricular activities. Kristu Jayanti College transcends the conventional paradigms of an educational institution; it is a nurturing ground for future leaders, innovators, and socially responsible citizens. Through its steadfast commitment to quality education and holistic development, the college continues to honor the illustrious legacy of Saint Kuriakose Elias Chavara and the visionary principles of the Carmelites of Mary Immaculate.

A large, ornate trophy is being held high by a crowd of people. The scene is set against a dramatic sunset sky with orange and yellow clouds. The trophy is the central focus, and the crowd's hands are visible reaching up to hold it. The overall mood is celebratory and triumphant.



PINNACLES



STUDENT PLACEMENTS 2023-24

1		Acxa Susan Thomas	21CMP701	Deutsche Bank
2		Alina Jomy	21CBP401	Deutsche Bank
3		Esam Faizal	21ACP515	Deutsche Bank
4		Sunil S Choyal	21ACP553	Deutsche Bank
5		Sanjay Kannoli	21CMP744	Deutsche Bank
6		Chandrika Kumari Khadka	21ACP511	Deutsche Bank
7		Anamika P	21CBP402	Deutsche Bank
1		Sejal S Sarvade	21ACP547	EY
2		Krish Sahu	21CBP415	EY
3		Sreelakshmi K	21COP150	EY
4		Nandhanaa B	21ACP534	EY
5		Naazhim Mohamed Nasar	21ACP633	EY
6		Nandana Krishna CG	21CBP419	EY
7		Meghana Chauhan	21CBP416	EY
8		Sandhya V	21CBP426	EY- GDS
9		Steve Solomon	21ACP536	EY- GDS

10		Timothy Abhishek Joseph	21ACP556	EY - GDS
11		Sameera Khanum	21CBP325	EY- GDS
1		Sahil Prasad	21ACP543	ICICI Bank
2		Kesab Rathi	21ACP526	ICICI Bank
3		Alan Sam Chacko	21CMP705	ICICI Bank
4		Basil Shaji	21CMP712	ICICI Bank
5		Tomin Jose	21CMP754	ICICI Bank
6		Sreeshma Rajan AK	21ACP653	ICICI Bank
7		Navya DR	21CBP420	ICICI Bank
8		Nallapaneni Vedavyas	21ACP634	ICICI Bank
9		Jayden Joseph Purackal	21CMP725	ICICI Bank
1		Alice Rethi M	21ACP605	JP Morgan Chase & Co.
2		Ryan Rebello	21ACP644	JP Morgan Chase & Co.
1		Ananya D	21ACP506	KPMG
2		Tony Thomas James	21ACP656	KPMG
3		Nithin Saji Varughese	21ACP638	KPMG

4		Shifa Mariam A	21ACP651	KPMG -GDS
1		Jyoti Bhadouria	21CMP728	EY- GDS
1		Tinarani Biswas	21ACP557	NatWest Group
2		Hanna Merin Saji	21CBP411	NatWest Group
3		Malathi R	21CHP417	NatWest Group
1		Ishita Gupta	21CMP722	Société Générale
1		Ajesh M	21ACP504	Target
1		Dheeraj Jithesh	21CBP409	Walmart
2		Stennie Thomas	21ACP552	Walmart
3		Keerthana J	21CHP412	Walmart
4		Tushar S Nair	21CBP433	Walmart
5		Teresa Wilson	21ACP555	Walmart



STUDENTS' ACHIEVEMENTS 2023-24

Academic Achievements



Ms. Aneena Telson P

20CO6H6307

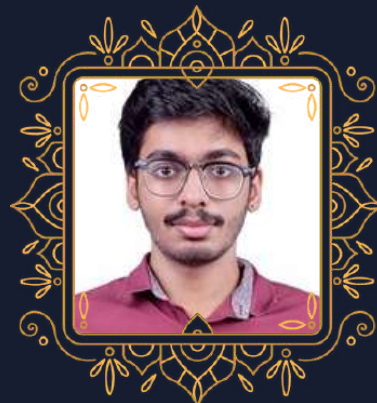
Cleared CMA



Mr. Sanjay Kannoli

21CMP744

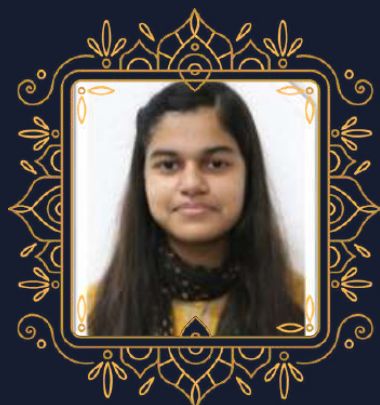
Cleared CMA



Mr. Shrijit Menon

19C05A9076

Cleared CMA



Ms. Sai Saatvika C

21CMP716

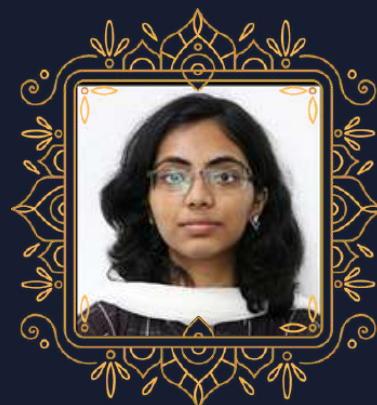
Cleared CMA Part-II



Mr. Thobees Thomas

21CMP751

Cleared CMA Part-II



Ms. Lena Merin Biju

21CMP731

Cleared CMA Part-II



Ms. Varshini Rao

19C05A9076

Cleared CMA

Cleared CA Inter Group 2



Ms. Fathima Fiba Farzin

21COP116

Cleared CA Intermediate - Group I



Mr. Tarun Parvathappa

21CBP228



Mr. Dinesh Kumar C

19CO3K1113

Cleared CS



Ms. Aleena Shaju

22COP107

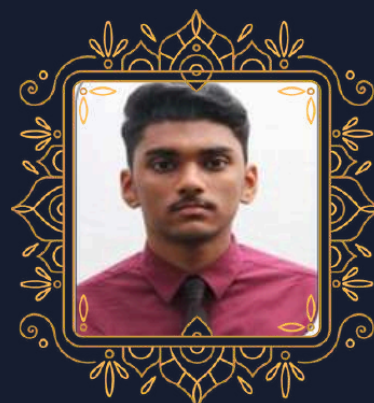
Cleared CSEET



MS. Sanjana V N

22COP169

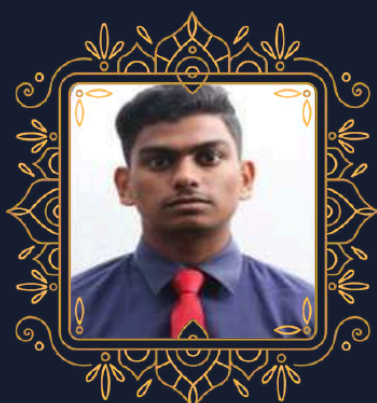
Cleared CSEET



Mr. Aslam Muneer

23PRFA03

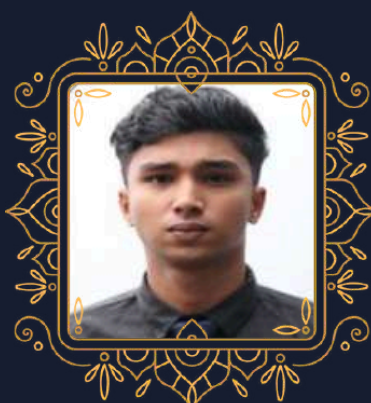
Cleared CSEET



Mr. Joshua Shaji V

23PRFB15

Cleared CSEET



Mr. Nihaal Muneer

23PRFA51

Cleared CSEET



Ms. Niranjana K

23PRFB27

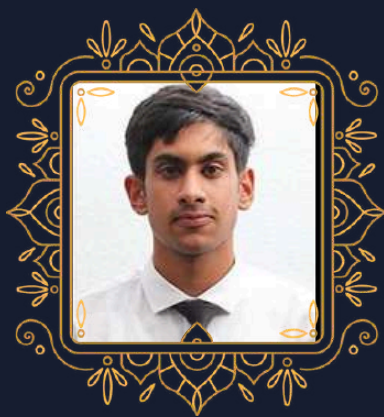
Cleared CSEET



Mr. Hemanth Kumar B

22COP127

Cleared CA Foundation



Mr. Vishnu C B N

23PRFA49

Cleared CA Foundation



MS. Devangana A M

22COP121

Cleared CA Foundation



Ms. Naga Akshaya S

22COP151

Cleared CA Foundation



Ms. Sneha Jagadheesh

20CO3A77338

Cleared CA Intermediate



CA Karthika V A

17CO3A1431

Cleared CA



Ms. Preeti Sharma

20CO3A7335

Cleared CA Intermediate - Group 2



Mr. Aryan Natesh Iyer

19CO3A1074

NPTEL TOPPERS



Mr. Raaghav M

22CBP226



Mr. Vaibhav Singh Kohli

21CMP474



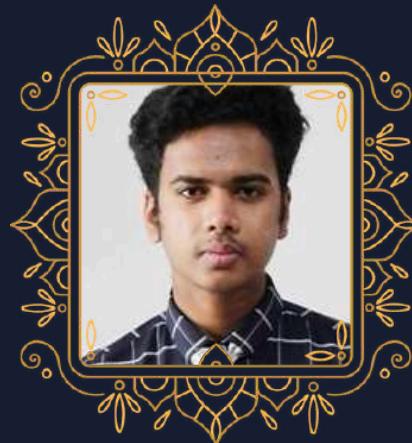
Ms. Geethika R

21ACP620



Mr. N Krishna Reddy

21CBP215



Mr. Gokul Krishna MP

21ACP517

Co-Curricular Achievements



Ms. Acxa Susan Thomas

21CMP701

1st Position
Gospel Fest (MCC)



Ms. Sania Elizabeth Sony

21CMP743

1st Position
Gospel Fest (MCC)



Mr. Shalom Varghese

21CMP746

1st Position
Gospel Fest (MCC)



Ms. Anchana Rajan

22ACP511

2nd Position (HR+CSR)
Eminence'24 (St. Joseph University)



Mr. Kishor Sibi

21ACP540



Mr. Aaron Koshy Shaji

21ACP601

1st Position
Blog Writing Competition



Mr. Arun Sharma

22CMP416

1st Position
Sollerita-24 (MCC)



Mr. Ashish Simh

22CMP421

1st Position
Sollerita-24 (MCC)

TEACHERS' ACHIEVEMENTS 2023-24

Publication of Books

Event Management

book authored by



Dr. Annie Stephen



Dr. Neerupa Chauhan



Dr. Nidhi Raj Gupta

Strategic Management

book authored by



Dr. A. Karthikeyan



Dr. Neerupa Chauhan



Dr. Nidhi Raj Gupta

Legal Aspects

book authored by



Dr. Panduranganagouda

Principles of Auditing

book authored by



Ms. Aasha

Achievements



Dr. J. Poornima

Awarded Best paper for 7th Equal Opportunity Conference organized by Ahalia University Bahrain.



Dr Nidhi R Gupta

Awarded Master Educator by ADOBE Express



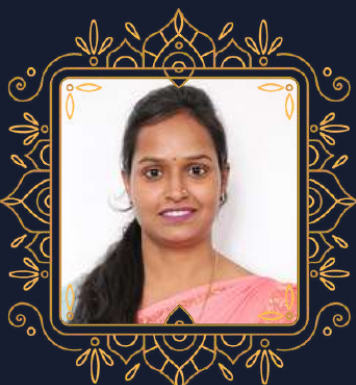
Ms. Aasha

Awarded Mentor for online certification course Entrepreneurship organised by NPTEL and IIT Madras
Awarded outstanding teacher award 2022 – 2023 by Presidency University Bangalore



Dr. S. Jayashree

Awarded Shri PK Das Memorial Best Faculty Award 2023 organised by Nehru College of Educational and Charitable Trust, Coimbatore.



Dr. Riya Singh

Awarded Pride of India organised by Socially Point Foundation, Ministry of MSME, Government of India.

FACULTY SPOTLIGHT



Dr. Annie Stephen
Head of Dept.



Mr. Jagadeesh K.K.
Department Coordinator



Department Faculty Members



Kristu Jayanti College

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